

## Immediate Release

### **Straits Interactive partners The Media Consultants to offer Singapore's First Crisis Communication and Data Breach Response course for Data Protection / Privacy Professionals**

*As part of the Advanced Certificate in Governance Risk Management & Compliance offered through SMU Academy, the course helps organisations comply with new mandatory data breach notification*

Singapore, 25 February, 2021 - Straits Interactive today announced a Crisis Communications and Data Breach Response course for Data Protection Officers (DPO) through a partnership with The Media Consultants. A key objective of the course is to help organisations comply with the new requirements of the mandatory data breach notification obligations in the Personal Data Protection Act that were announced by the government on 1 February 2021.

The course can be taken as a single module or as part of the Advanced Certificate in Governance, Risk Management and Compliance (GRC), offered at Singapore Management University's professional training arm, SMU Academy.

#### Emphasis on Hands-on and Role Play

Media experts and veteran news journalists, Sharon Tong and Jill Neubronner, emphasise the practical aspects of crisis communications, which is an essential and necessary extension of a company's personal data protection management. Sharon Tong, Chief Executive Officer, The Media Consultants, said "A data breach incident may quickly escalate into a major crisis for the organisation if not properly handled. The first instinct of many companies is to keep it quiet and hope it goes away unnoticed. The new regulations on mandatory reporting make this impossible. Together with Straits Interactive's expertise on data protection, we believe we can guide companies through a data breach crisis with their reputations intact".

#### Mandatory Data Breach Notification Requirement

Said Kevin Shepherdson, Chief Executive Officer, Straits Interactive, "Since 1 February, the Personal Data Protection Act requires organisations to report certain data breaches to the authorities within three calendar days after assessing that it is a 'notifiable' data breach, as well as notifying individuals that are affected by the data breach at or around the time they notify the authorities. DPOs need a systematic way to plan for, and then handle, their notification to affected individuals, together with responding to queries from the media and other stakeholders. We are delighted to

partner The Media Consultants in bringing this course to the data protection community. When we piloted this hands-on course recently, our first batch of students said that they found it to be invaluable and eye-opening as the emphasis is on planning and acting out real-life scenarios of what could well happen in a data breach. Combining a data breach response management plan with crisis communications, which includes practising media interviews with media experts truly makes this course unique in Singapore.”

### Mode of training

The course is part of the Advanced Certificate in Governance, Risk Management and Data Compliance, offered by SMU Academy. This Advanced Certificate has been specifically designed for data protection officers, compliance managers and professionals with data protection responsibilities. The programme provides participants with in-depth knowledge in data governance, privacy and data protection. It equips them with practical skills to help manage, plan, support, analyse, deliver and support an ever-growing volume of data and information within their organisations.

The certificate programme comprises the following modules:

Module 1: Crisis Communications and Data Breach Response for DPOs

Module 2: Managing Performance, Stakeholders, Team Strengths for Data Governance

Module 3: Data Ethics and AI Governance Frameworks

Module 4: Policy and Third Party Management of DataSingapore Management University’s professional training arm, SMU Academy

Module 5: A Hands-on Approach to Governance, Risk and Compliance

Module 6: Business Continuity Management for Managers

More information about the three-day Crisis Communications and Data Breach Response course for Data Protection Officers (DPO) course can be found on [www.dpexnetwork.org](http://www.dpexnetwork.org) as well as the SMU Academy website at <https://academy.smu.edu.sg/advanced-certificate-governance-risk-management-and-data-compliance-module-1-crisis-communications>



## **About the Companies**

### **The Media Consultants**

Our media consultants are well-known personalities in the industry. Armed with decades of experience, we bring vast knowledge to our corporate clients, helping them master the art of public speaking and media interviews. Our forte is in strategic communications, and we continue to customise our content to meet clients' needs in crisis communications, branding, news-related writing and pitch presentations.

### **Data Protection Excellence (DPEX) Network**

The Data Protection Excellence (DPEX) Centre is the research and education arm of the DPEX Network, a first of its kind facility in the ASEAN region whose aim is to provide leadership, best practices, training, research and support for all things surrounding data privacy from an operational perspective. This collaboration of partnerships comprises certification bodies, law firms, universities and organisations who provide professional services and technologies relating to data privacy. An ever-growing network, members currently include Straits Interactive, Singapore Management University, International Islamic University Malaysia, De LaSalle University, Philippines, IAPP, EXIN, OCEG and Lexxion amongst others. More information about DPEX Network can be found at [www.dpexnetwork.org](http://www.dpexnetwork.org)

### **About Straits Interactive**

Straits Interactive delivers end-to-end governance, risk and compliance solutions that enable trusted business and responsible marketing, especially in the area of data privacy and protection. Recently Data Protection Trustmark (DPTM) certified, we help businesses achieve operational compliance and manage risks through a combination of cloud technology and professional services. Our quest for innovation has led to us being recognised and awarded Intercon's Top 50 Tech Companies (in recognition of the company's contribution to technology) and APAC Business Headlines' Company of the Year, 2019. Our software-as-a-service solutions include DPOinBOX and Governance, Risk & Compliance System (GRACIAs), all of which are supported by professional services that include advisory services, audits, and training. More information about the company can be found on [www.straitsinteractive.com](http://www.straitsinteractive.com).



Media Contact

***The Media Consultants***

Sharon Tong  
Chief Executive Officer  
Mobile: +65 96272768  
Email: [sharon@thediaconsultants.com.sg](mailto:sharon@thediaconsultants.com.sg)

***Straits Interactive/DPEX Network***

Angela Schooling  
Marketing & Communications Director  
Mobile: + 65 98222625  
Email: [Angela@straitsinteractive.com](mailto:Angela@straitsinteractive.com)

***Clearstory International***

Lauren Fetherstone  
Account Executive  
Telephone: +353 870660479  
Email: [Lauren@clearstoryinternational.com](mailto:Lauren@clearstoryinternational.com)